Yukon

The Magic and the Mystery...

1986 INTERIM TOURISM INDUSTRY HIGHLIGHTS REPORT

yukon TOURISM INDUSTRY highlights

1986 Interim Annual Report

Yukon
Tourism

David P. Porter, Minister

Direct inquiries to:

Department of Tourism
Box 2703
Whitehorse, Yukon Y1A 2C6

91-06472/

INTERIM TOURISM INDUSTRY HIGHLIGHTS REPORT

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MINISTER'S COMMENTS

1986 was a significant year for tourism in the Yukon. Our pavilion at Expo 86 in Vancouver opened the world's eyes to what we have to offer. Over 1.2 million visitors toured the Yukon pavilion and were awed by our award winning audio visual production, "Out of the Silence".

In the Yukon, the Streetscape Program operated on a grassroots level to make communities around the territory more attractive places to visit.

1986 was also the year that saw public involvement in the development of a tourism strategy in conjunction with the Yukon 2000 process. In the coming years, the strategy will help to optimize and diversify tourism's benefits to the Yukon.

The enthusiastic participation of many Yukoners makes involvement in the tourism industry a pleasure and the Yukon a great place to visit. With the public and private sectors working together to meet the challenge of attracting and servicing tourists, we will continue to see balanced growth in the industry and increasing benefits for all Yukoners.

David P. Porter
Minister of Tourism

I N T R O D U C T I O N

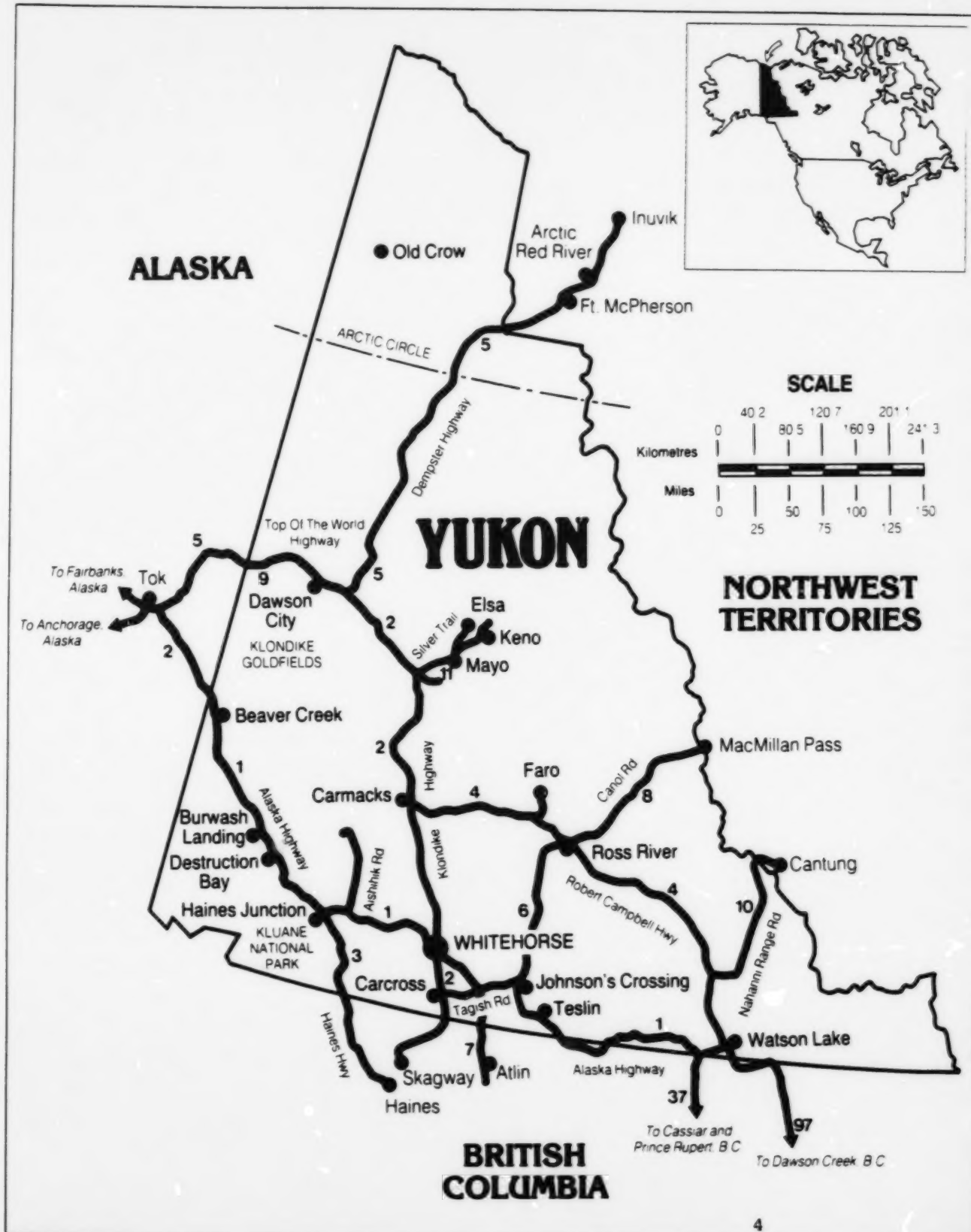
This 1986 Interim Highlights Report differs from previous editions. A comprehensive annual report will be available in the fall of 1987; in the interim, this abbreviated version has been compiled to present the relevant key data on the tourism industry in 1986. Visitor expenditure data is not dealt with at great length in this report. This information will be forthcoming in the Fall Highlights Edition.

A C K N O W L E D G E M E N T S

We appreciate the cooperation and combined efforts of all who contributed towards the completion of the 1986 Interim Industry Highlights Report. A special thanks is extended to Ron Howard and Rob Destrube for the use of the cover photograph.

A section of the 1986 Interim Highlights has been devoted to the Tourism Strategy. We would like to acknowledge with thanks the special effort put forward by the industry in the development of our Tourism Strategy. Industry input was valuable to the successful completion of the Strategy exercise.

This 1986 Interim Industry Highlights Report was compiled by the Development Branch of the Department of Tourism.


ALASKA
Old Crow
Arctic Red River
Inuvik
Ft. McPherson
ARCTIC CIRCLE
Dempster Highway
YUKON
NORTHWEST TERRITORIES
SCALE
Kilometres
Miles
Top Of The World Highway
To Fairbanks, Alaska
Tok
To Anchorage, Alaska
Dawson City
KLONDIKE GOLDFIELDS
Elsa
Keno
Mayo
Silver Trail
Beaver Creek
MacMillan Pass
Faro
Canol Rd
Carmacks
Highway
Alaska Highway
Burwash Landing
Destruction Bay
Haines Junction
KLUANE NATIONAL PARK
Aishihik Rd
Klondike
Ross River
Cantung
Robert Campbell Hwy
Nahanni Range Rd
WHITEHORSE
Carcross
Johnson's Crossing
Tagish Rd
Teslin
Watson Lake
Haines Hwy
Skagway
Haines
Atlin
Alaska Highway
To Cassiar and Prince Rupert, B C
To Dawson Creek, B C
BRITISH COLUMBIA

D E V E L O P M E N T A C T I V I T I E S

- A new tourism strategy was discussed throughout the year with the industry and public at large. A strategy was formally adopted in January and it will serve to guide development and marketing planning for the next five to ten years. (See next section on Tourism Strategy.)

- The EDA Tourism Sub-Agreement has received a total of 161 applications to date and approved $4.7 Million worth of development and marketing assistance. Many new and expanding activities are now contributing to the tourism industry.

- Over 20 signs were erected as part of the signs program. Efforts are now underway to locate mountain and border crossing signs to increase visitor information and to add to the region.

- Twenty-eight special events projects received assistance of $75,000.00 to help sports, recreation and cultural events which attract and hold tourists in the Yukon.

- The communities of Watson Lake, Haines Junction and Carcross all received Streetscape planning and development assistance. We can now see new boardwalks, banners, entrance signs and, a more vibrant working community inviting the visitor to stay for a while.

- Whitehorse now has a new look on Main Street thanks to funding from the EDA Tourism Sub-Agreement. The City of Whitehorse, in consultation with Target Downtown and local merchants, led this project to a successful result.

- The Yukon Outfitters Association had its first formal marketing plan done under EDA Tourism Sub-Agreement funding. The Outfitters can now take a more targetted approach to attracting their customers.

- The wilderness travel sector had a busy year with the distribution of 35,000 brochures detailing the adventures available in the Yukon. The Outfitters and Adventure Guides held a conflict resolution workshop to deal with different uses of the wilderness for their customers.

- Regional tourism plans for the Silver Trail and Watson Lake regions were initiated. The plans will be finished in late 1987.

THE YUKON TOURISM STRATEGY

In response to the ever-changing nature of the tourism industry, the Government of Yukon, through the Department of Tourism, recognized the need to take a new direction, or strategy, that would guide development within the tourism industry over the next 5 - 10 years. As a result, the Yukon Tourism Development Strategy was undertaken through a research/government/public/industry consultation process from April to December, 1986.

The Tourism Strategy evolved through a process of reviewing and choosing among potential travel markets ie. cruise ship or recreational vehicle, known as market segments. Vital to the development of an appropriate tourism strategy, was the need to review which market segments showed the greatest potential to generate positive economic impact to communities and Yukoners as a whole.

Because the tourism industry is comprised of so many market segments, it is important to target the type of visitors who will provide the greatest economic return to businesses and hosting communities.

Communities and business interests can become involved with their own plans to tie into the overall Strategy by developing services and activities to host these particular segments.

The Tourism Strategy

The chosen Strategy is intended to emphasize those markets which show potential for real growth and to service those markets which show continuing demand to the Yukon. The public/industry have shown that they want to:

1. Encourage markets which provide highest dollar returns based on combination of high per diem expenditures and existing or potential market size.

2. Emphasize key markets and give them additional assistance while other existing markets are maintained or not hindered.

Market Segments Emphasized/Encouraged

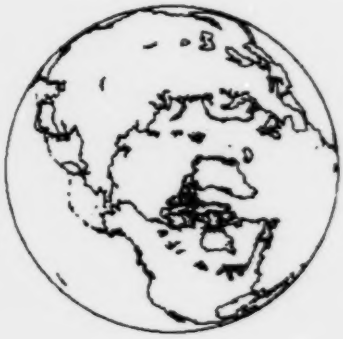
Of 25 market segments, eight were highlighted as those which should be given priority. These markets show a high potential for growth over the next ten years. During the consultation process, it became very clear that markets which distribute the benefits throughout the Yukon are important.

Market Segments Maintained

Certain segments have been consistent in their travel to the Yukon. These segments may not show the same growth potential as those above, but deserve continuing service to maintain stability within the industry.

Yukon Tourism Development Strategy

Emphasize growth markets, service continuing markets



"Encourage markets which provide highest dollar returns based on combination of high 'per diem' expenditures, and existing or potential market size.

Key markets are emphasized and given additional assistance while other existing markets are maintained or not hindered

Growth can result from increasing volumes and expenditure of existing markets and from development of high potential new markets."

The Yukon economy:

	1986 economy by category of visitor	potential increase on the economy of: more people coming	visitors staying longer	visitors spending more money	potential 1996 economy
Market segments emphasized					
RV Independent	$23,352,700	$4,752,300	$4,015,000	$1,760,000	$33,880,000
Bus Cruise, Overnight	13,312,000	768,000	—	330,000	14,410,000
Sports	3,500,000	3,500,000	—	—	7,000,000
Fly/Bus (Package)	1,320,000	3,080,000	880,000	60,000	5,340,000
Conventions	2,556,000	1,704,000	—	660,000	4,920,000
Adventure Travel	1,686,300	2,401,700	—	56,000	4,144,000
RV Fly/Drive	855,750	2,567,250	489,000	72,000	3,984,000
Fishing, Wilderness	1,264,200	1,444,800	—	—	2,709,000
Market segments maintained					
Auto-Camping	13,340,000	—	1,334,000	253,000	14,927,000
Auto, Motel, Hotel	8,800,000	800,000	960,000	264,000	10,824,000
Visit Friend/Relative	5,280,800	32,200	—	231,000	5,544,000
Business	5,178,800	48,400	—	—	5,227,200
Hunting	4,200,000	280,000	—	84,000	4,564,000
Bus-Overland	2,670,000	267,000	489,500	77,000	3,503,500
Business/Pleasure	2,527,200	468,000	—	—	2,995,200
Fishing, Trophy	344,400	574,000	—	—	918,400
Subtotal	90,185,150				
All other segments	1,048,250				
Total value of tourism to 1986 economy	$91,236,400				

Opportunities

The selection of this Strategy offers a number of advantages to Yukoners, communities and business concerns. The Strategy:

- Encourages markets that will extend the operating seasons for tourism facilities (improve viability and extend jobs). The sports and adventure travel segments attract travellers all year.

- Supports a wide range of local businesses, owner operated and/or franchise (attraction, accommodations, souvenirs, transportation, groceries, food and beverage, entertainment, advertising/marketing, guiding). Recreational vehicle, adventure, fishing and hunting segments spend money on many community services.

- Minimizes the loss of tourism dollars and spreads the benefits around the Territory.

- Works with the marketing momentum built-up in past tourism efforts. Tour planning takes years to develop; working with past achievements will facilitate further growth.

- Acknowledges fish and wildlife resource management requirements in Yukon. Trophy fishing will not be encouraged to grow due to stock limitations.

- More travellers of a younger age will be attracted. As a result, there will be more potenital for repeat visitors.

- Supports increased use of Yukon as destination. More community-oriented segments - fishing, hunting and adventure are to be developed.

- Adopts a more targetted approach to development and marketing. With limited resources, a focus of market and development activity will provide a higher return.

- Encourages markets that purchase crafts and souvenirs (e.g. conventions, foreign fly/RV, foreign fly/bus).

- Maintains traditional high volume "successful" markets, such as recreation vehicle, auto touring and tour bus.

- Provides opportunities for Native involvement in a range of tourism businesses, especially fishing, adventure and hunting.

Challenges

To be successful, segments identified in the Strategy face some challenges that have to be met including:

- Airline commitments to establish schedules and capacity. Adding more routes to Dawson City is currently in the planning stages.

- Liability insurance for wilderness operators is necessary for continued success in this market. The cost of insuring an operator for an adventure tour is prohibitive.

- A review of the present marketing arrangements with Alaska. Many options may exist with our Alaska partner which need exploring.

- Recognizing long-term limited growth prospects of some markets. Societal trends can affect segments. The recreation vehicle, for example, is replacing the auto touring segment.

- The need for more training for many tourism industry groups. Many tour operators will not bring their travellers into an area that does not offer a certain degree of professionalism.

- Increased professionalism and training for many tourism industry groups. The tourism industry must be able to deliver what it promises.

Implementation Plan

An action plan that details specific activities to put the strategy into effect is being developed. The items that will be addressed include:

- Directions to guide marketing activities.
- Evaluation criteria for development applications under Government assistance programs.
- Roles for government departments, organizations, and other groups affected by, or impacting on tourism development.
- Identification of specific development and marketing projects and activities that will be needed to meet particular target segment objectives.
- A priority ranking of key items in the action plan that are critical to the success of the strategy.
- Training needs and development of appropriate programs.
- Monitoring and evaluation of the strategy on an ongoing basis.
- Other research needs.
- Phasing of activities on a short, medium and longer-term basis.

M A R K E T I N G A C T I V I T I E S

- The Yukon Pavilion at Expo 86 in Vancouver proved to be the most significant marketing initiative of 1986. Between May and October, over 1.2 Million visitors experienced the Pavilion's exhibits and viewed the **"Out of The Silence"** show. This attendance far exceeded the original estimate of 750,000 people and represents 6% of the total visitation to Expo.

- A series of focus group tests in six North American cities dealt with two issues. First, proposed themes and slogans were examined to gain consumer opinion on a Yukon theme. **"Yukon - The Magic and the Mystery"** was an overwhelming choice as a Yukon image. It raises the curiosity about what is the magic and makes tourists think of the mystery ahead. Second, the focus groups were asked to review the tourism literature. Qualitative input was received which will now be used to design tourism literature.

- Tourism Yukon was named Canadian Tourist Board of the Year at the 1986 Canadian Travel and Tourism Industry Awards Banquet.

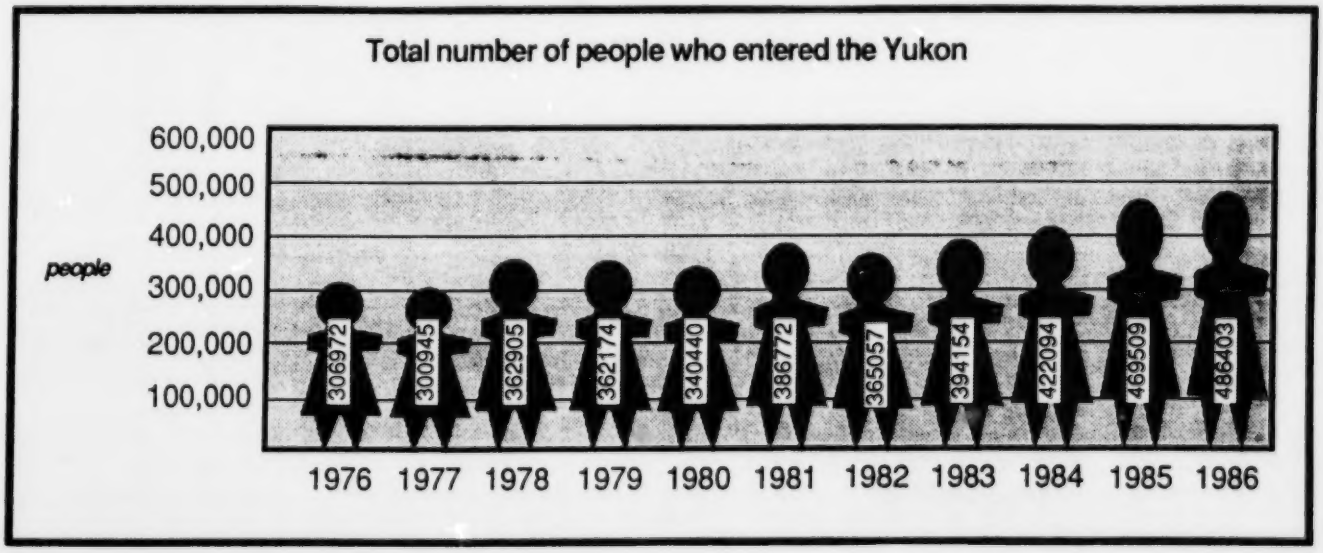
- **Literature Distribution:** 100,000 Vacation Guides
  60,000 Maps
  50,000 Mini Guides
  100,000 101 Things To Do
  15,000 Tour Planners

Visitor Enquires:	92,509
Trade Shows:	Canada West ITB Berlin ACTA Annual Conference National Tour Association Rendezvous Canada Coroborree (Australia, New Zealand) AAA Seminars Selected Market Places
Consumer Shows:	Arizona Charlie Meadows Milwaulkee, Minneapolis, Toronto, and San Francisco Travel Shows Texas Consumer Promotions
Joint Alaska/Yukon AYAMC Marketing	Joint marketing efforts continued with the Yukon being represented in the Alaska Travel Planner and joint advertising initiatives.

V I S I T O R V O L U M E S

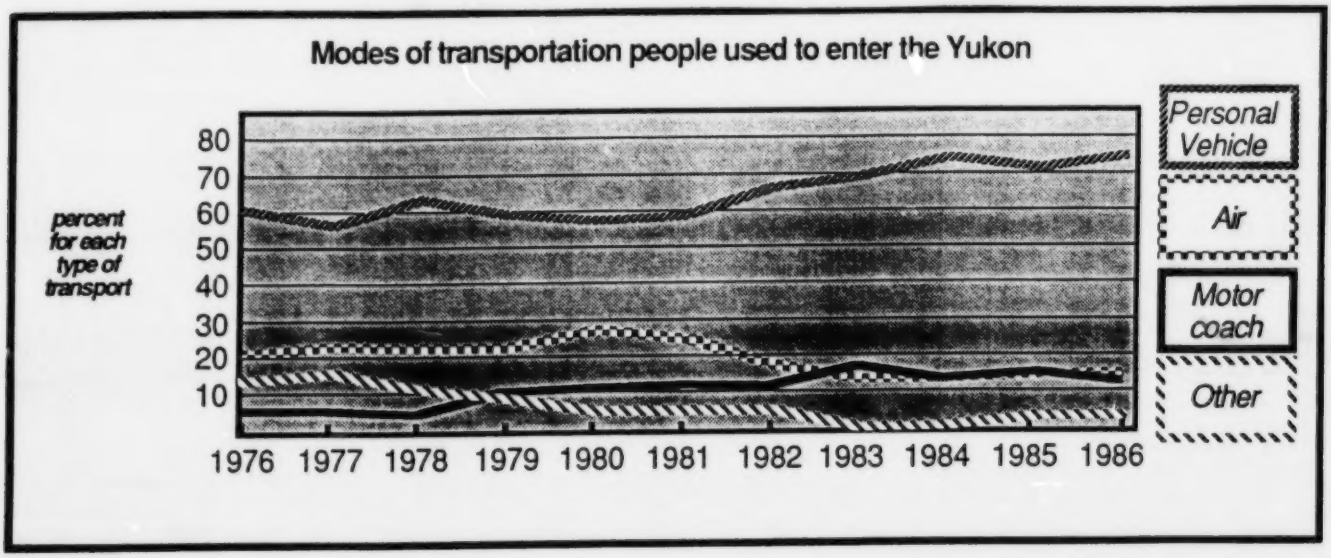
There is every indication that the Tourism industry remained a leading sector in the Yukon economy in 1986. On the whole, total border crossing figures increased over 1985 figures and attendance at attractions and visitor reception centres was greater than in previous years.

Total border crossings in 1986 amounted to 486,403, representing an increase of 3.5% over last year's total of 469,509. Border crossing figures are calculated on the basis of the number of persons who cross over borders at any of the five entry points in the Yukon - Beaver Creek, Haines Junction, Dawson City, Whitehorse and Watson Lake.



These travellers are further segmented into those who travel by private vehicle, motorcoach, air, boat and other (such as backpackers). Origins of travellers are broken down into American, Canadian and non-residents other than Americans entering Canada.

Of the total number of people crossing borders in 1986, 87% were highway travellers, and 12% arrived by air.



Personal vehicle travellers comprised the largest share of the highway travellers, representing 73% of total visitation and an impressive 86% of all highway travellers. The vast majority of personal vehicle travel is by recreational vehicles designed for camping. The other

segment of highway travellers, the motorcoach group, represented 14% of total visitation. This segment tends to be comprised of land package components of the Alaska cruise markets.

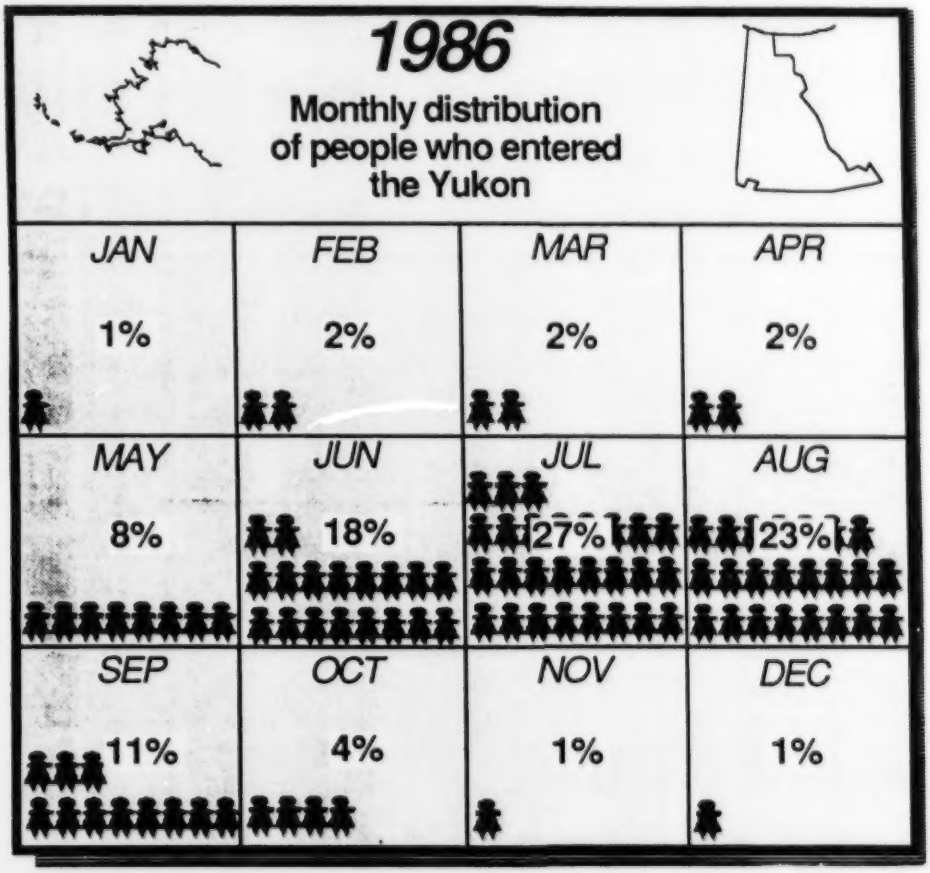
The percentage of air travellers to the Yukon remained basically the same as 1985, at 12%, however, significant decreases were seen in Watson Lake. Air travel was down almost 26% in Watson Lake as a result of the closure of the Tungsten Mine and the slowdown of the Cassiar Mine.

These calculations do not differentiate between the number of Yukoners who cross over borders throughout the year, or the number of persons who cross over more than one border.

In summary, there were no remarkable changes to total visitation to the Yukon in 1986. Most noteworthy, total border crossings increased 3.5% over 1985 figures; this is down from the average annual rate of increase of 9.5% experienced between 1982 - 1985. The percentage of highway travellers increased 2%, from 71% in 1985 to 73% in 1986. Motorcoach travellers dropped from a 15% share of the total market in 1985 to a 14% share in 1986. Air travellers remained stable at 12% of total visitation.

Seasonality

Tourism in the Yukon is highly seasonal, with the majority of visitors arriving in the summer months. As indicated in the following table, 79% of all visitation occurs in the months of June - September inclusive. July alone accounts for 27% of the total.



Between the peak season months of June - September, dramatic fluctuations appeared in the composition of travellers over border crossings in 1986. The number of private vehicle travellers entering the Yukon from Alaska (this does not include travellers entering by Watson Lake) showed an increase overall of 9% over last year. Most notably, the Skagway border crossing showed a dramatic increase of 16% over 1985. Largely responsible for this increase was the sharp rise in the percentage of Canadian travellers using the Skagway Road. Figures indicate that the number of Canadians entering the Yukon at Skagway in private vehicles rose 31%, and those Canadians entering at Skagway in motorcoach increased 11%. There was also an increase of 20% in the number of American travellers using private vehicles along the Skagway Road in 1986, and a corresponding increase of 6% in Americans entering by motorcoach.

On the other hand, the Beaver Creek and Dawson City border crossings registered significant drops in the number of Canadian travellers passing through these points in both private vehicles and motorcoaches. This is particularly evident in the Dawson City (Top of the World Highway) crossing, where the percentage of Canadian travellers in both private vehicles and motorcoaches dropped 24% and 52% respectively. Conversely, the number of Americans crossing at this point increased by 25% and 19% respectively.

NUMBER OF PERSONS ENTERING YUKON FROM ALASKA
June to September

1985

	Private Vehicles			Motorcoach			Route
	Cdn.	U.S.	Total	Cdn.	U.S.	Total	Totals
Beaver Creek	5,749	65,581	71,330	1,758	20,568	22,326	93,656
Dawson City	2,948	8,734	11,682	696	965	1,661	13,343
Pleasant Camp	4,522	13,973	18,495	56	1,372	1,428	19,923
Whitehorse	16,912	17,542	34,454	2,394	34,120	36,514	70,968
TOTAL	**30,131**	**105,830**	**135,961**	**4,904**	**57,025**	**61,929**	**197,890**

1986

	Private Vehicles			Motorcoach			Route
	Cdn.	U.S.	Total	Cdn.	U.S.	Total	Totals
Beaver Creek	5,006	67,914	72,920	1,579	20,584	22,163	95,083
Dawson City	2,234	10,951	13,185	329	1,155	1,484	14,669
Pleasant Camp	4,651	13,987	19,638	32	1,415	1,447	20,085
Whitehorse	22,286	21,132	43,418	2,663	36,279	38,942	82,360
TOTAL	**34,177**	**113,984**	**148,161**	**4,603**	**59,433**	**64,036**	**212,197**

Percent Change 1985 to 1986 (%)

	Private Vehicles			Motorcoach			Route
	Cdn.	U.S.	Total	Cdn.	U.S.	Total	Totals
Beaver Creek	-12.9	3.6	2.2	-10.2	0.1	-0.7	1.5
Dawson City	-24.2	25.5	12.9	-52.7	19.7	-10.7	10.0
Pleasant Camp	2.9	0.1	0.8	-42.9	3.1	1.3	0.8
Whitehorse	31.8	20.5	26.0	11.2	6.3	6.6	16.1
TOTAL	**13.4**	**7.7**	**9.0**	**-6.1**	**4.2**	**3.4**	**7.2**

NUMBER OF PERSONS ENTERING YUKON FROM ALASKA
June to September
(Canadian and American)

Crossing Point	No. of Travellers	1985	1986	Percent Change (%)
Alaska Highway	by private vehicle	71,330	72,920	2.2
	by bus	22,326	22,163	-0.7
	total travellers	93,656	95,083	1.5
Top of The World Highway	by private vehicle	11,682	13,185	12.9
	by bus	1,661	1,484	-10.7
	total travellers	13,343	14,678	10.0
Haines Road	by private vehicle	18,495	19,638	0.8
	by bus	1,428	1,447	1.3
	total travellers	19,923	20,085	0.8
Skagway Road	by private vehicle	34,454	43,418	26.0
	by bus	36,514	38,942	6.6
	total travellers	70,968	82,360	16.1
TOTAL	**by private vehicle**	**135,961**	**148,161**	**9.0**
	by bus	**61,929**	**64,036**	**3.4**
	total travellers	**197,890**	**212,197**	**7.2**

Factors Influencing Travel In 1986

Several factors influenced the border crossing numbers in 1986. Probably the most significant of these was Expo 86 in Vancouver. This World's Fair attracted over 22 Million visits from all over the world between May 1, and October 13, 1986, and as a result, was likely responsible for influencing travel patterns throughout Canada and the Yukon.

Cruise ship dockings at Skagway rose from 210 in 1985 to 250 in 1986, an increase of 20%. This increase was largely due to two factors. Firstly, the terrorism scare in Europe forced major cruise companies to re-route, thus resulting in an increase of cruise ships using the Inside Passage. Secondly, many travellers combined a visit to Expo 86 with a cruise up the Inside Passage.

This increase in dockings does not necessarily translate into an increase in overall travel to the Yukon, however. Some of these dockings may have resulted in only a day's stop-over in Skagway, thus accruing little or no benefit to the Yukon. Nevertheless, it is reasonable to assume that this increase in cruise ship dockings contributed, at least in part, to the dramatic increase in travellers along the Skagway Road in 1986. As Canadians represented the largest increase in highway travellers from Skagway, it can only be

assumed that more Yukoners visited Skagway in 1986 than in previous years, probably as a result of leisurely day trips or participation in sporting events.

As evidenced in other parts of the country, Expo 86 may have diverted travellers away from the Yukon. Although too soon to tell, this could partly explain the significant decrease in Canadian travellers and the corresponding influx of American travellers at certain entry points, such as Top of the World Highway. However, based on the success of the Yukon Pavilion, which processed over 1.2 Million people, and thus far exceeding all expectations, and the positive results of the study called "Expo 86 - The Yukon Experience - Measuring the Effectiveness", Expo will have an immediate and long-term favourable impact on visitation to the Yukon.

Visitor Length Of Stay

According to the border crossing statistics, the following is evident:

- During the peak season, June through September inclusive, the number of border crossings by U.S. residents entering Yukon in personal vehicles as part of a trip, lasting one night or more, showed a 14% increase over 1985.

- The number of U.S. residents entering the Yukon from Alaska in private vehicles returning the same day dropped from 16,754 in 1985 to 10,477 in 1986, or 60%.

- U.S. residents accounted for 87% of personal vehicle traffic staying one night or more.

- More detailed information on visitor length of stay, mode of travel and origin will be available through the 1987 Visitor Exit Survey, which will be undertaken over the summer of 1987.

NUMBER OF PERSONS ENTERING YUKON FROM ALASKA
GROUPED BY LENGTH OF STAY
June to September Inclusive - 1986

Type of Traffic Entering Yukon From Alaska, By Border Crossing Point	Number of Persons Entering Yukon From Alaska					
	By Personal Vehicle			By Motorcoach		
	Canadian Residents	U.S. Residents	Total Canadian and U.S. Residents	Canadian Residents	U.S. Residents	Total Canadian and U.S. Residents
Returning Same Day:						
1986	**18,240**	**10,477**	**28,696**	**1,522**	**14,525**	**16,047**
1985	13,845	16,754	30,599	1,231	13,074	14,305
Staying In Yukon One Night or More:						
1986	**15,937**	**103,516**	**119,474**	**3,081**	**44,908**	**47,989**
1985	16,286	89,076	105,362	3,673	43,951	47,629
Total Entering Yukon Regardless of Length of Stay:						
1986	**34,177**	**113,993**	**148,161**	**4,603**	**59,433**	**64,036**
1985	30,131	105,830	135,961	4,904	57,025	61,929

Source: Based on Border Crossing Data Compiled By Statistics Canada

Notes: Points of Entry: Dawson City - via Top of the World Highway
Pleasant Camp - via Haines Highway
Whitehorse - via Carcross-Skagway Highway
Beaver Creek - North Alaska Highway

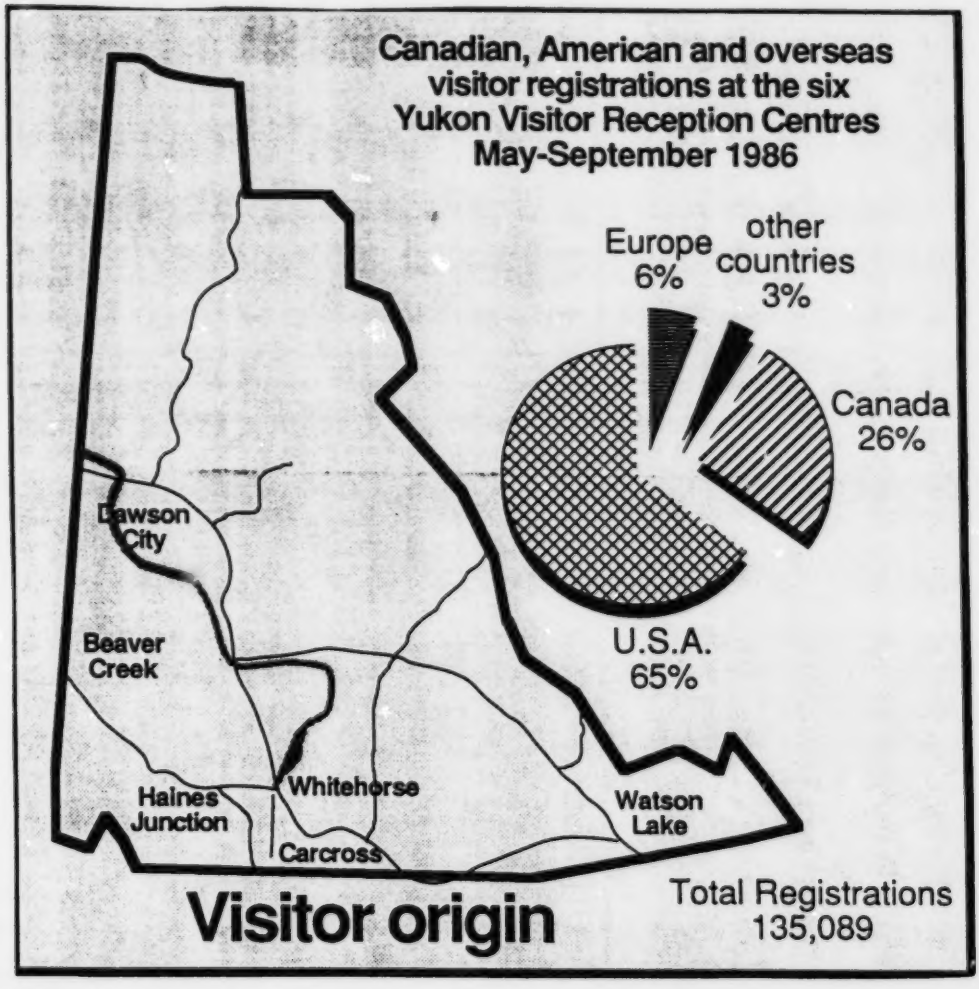
Expenditures

The Tourism Strategy, undertaken by the Department of Tourism, has estimated tourism expenditures for 1986 to have been $91.2 million (see section on Tourism Strategy). The 1986 expenditures figures indicate that independent travellers were responsible for the greatest share of these expenditures, spending about $47 million. Bus touring added $17 million to this figure, while fishing, hunting and wilderness adventure travel provided an additional $7.5 million. Expenditures associated with conventions and sporting activities - the 1986 Arctic Winter Games, held in Whitehorse in March, are included in this latter category - accounted for $6 million in tourism expenditures.

Other non-resident tourist expenditures, such as spending while in the Yukon on business or while visiting friends and relatives, accounted for a further $13 million of the tourism total.

VISITOR ORIGINS

Registrations at Visitor Reception Centres provide the most detailed breakdown available on origins of visitors to the Yukon. However, caution should be exercised when comparing these figures with the border crossing data. Registrations are done on a purely voluntary basis and visitors may register at more than one Centre throughout the Yukon.



Once again, Americans accounted for the largest number of registrations, representing 65% of the of 135,089. Major U.S. markets are California, Alaska, Florida, Washington and Michigan. The breakdown of the ten major states is as follows:

TOP TEN AMERICAN STATES

1986	# of Registrations	1985	# of Registrations
California	12,301	California	9,077
Alaska	10,636	Alaska	8,369
Florida	4,456	Florida	3,822
Washington	4,319	Washington	3,557
Michigan	3,804	Michigan	2,845
Texas	3,126	Oregon	2,605
Ohio	2,970	Texas	2,400
Oregon	2,821	Minnesota	2,333
Illinois	2,648	Illinois	2,105
New York	2,554	Ohio	1,981
Total Top Ten Registrations	**49,635**	**Total Top Ten Registrations**	**39,094**
As a % of Total American Registrations 88,634	**56%**	**As a % of Total American Registrations 68,586**	**57%**

The total number of Canadians registering at Visitor Reception Centres in 1986 was 34,892, or 26% of total registrations. This is an increase over last year's figure of 34,605. Major Canadian markets are British Columbia, Alberta and Ontario. The breakdown of the five major provinces is as follows:

TOP FIVE CANADIAN PROVINCES

1986	# of Registrations	1985	# of Registrations
British Columbia	9,206	British Columbia	7,738
Alberta	8,388	Alberta	7,220
Ontario	7,757	Ontario	5,573
Yukon Territory	2,826	Yukon Territory	2,645
Saskatchewan	1,999	Saskatchewan	2,257
Total Top Five Registrations	**30,176**	**Total Top Five Registrations**	**25,433**
As a % of Total Canadian Registrations 34,892	**86%**	**As a % of Total Canadian Registrations 34,605**	**73%**

Registrations from Overseas/Other Countries amounted to 11,807 in 1986. The key overseas markets are Germany, Switzerland and Australia, and are exhibited in the following Table.

TOP EIGHT OVERSEAS/OTHER COUNTRIES

1986	# of Registrations	1985	# of Registrations
West Germany	3,881	West Germany	2,403
Switzerland	1,614	Switzerland	1,148
Australia	1,237	Australia	882
United Kingdom	986	France	409
New Zealand	592	Austria	401
France	532	United Kingdom	374
Austria	372	New Zealand	219
Italy	288	Holland	154
Total Top Eight Registrations	**9,502**	**Total Top Eight Registrations**	**5,990**
As a % of Total Overseas /Other Country Registrations 11,807	**80%**	**As a % of Total Overseas /Other Country Registrations 7,304**	**82%**

ATTENDANCE AT VISITOR ATTRACTIONS AND RECEPTION CENTRES 1982 - 1986
NUMBER OF PEOPLE VISITING EACH SITE

	1982	1983	1984	1985	1986
PARKS CANADA, WHITEHORSE					
S.S. Klondike	40,012	43,281	46,788	40,603	40,312
Chilkoot Trail	2,000	1,793	1,968	1,450	1,480
PARKS CANADA, DAWSON CITY					
Palace Grand - Day	14,576	12,259	13,541	12,736	15,765
Palace Grand - Follies	16,195	16,177	17,636	19,463	19,134
Str. Keno	14,405	12,426	11,441	11,819	11,139
Robert Service Cabin	16,534	14,060	16,408	19,834	12,387
Old Post Office	11,522	12,248	11,207	9,943	10 201
Dredge #4	22,820	21,672	21,058	17,782	18,864
Harrington's Store	6,138	5,911	5,919	5,939	5,311
PARKS CANADA, KLUANE PARK					
Sheep Mtn. Info Centre	15,170	19,220	29,896	29,890	35,940
Backpackers	963	629	707	795	1,500
Kathleen Lake Campground	974	1,194	1,451	3,513	2,896
Haines Junction Interpretive Centre	46,987	29,683	28,672	27,289	30,364
YUKON RIVER					
Fort Selkirk	800	635	660	514	658
MUSEUMS					
McBride Whitehorse	23,341	22,979	28,000	22,800	25,000
Dawson City	14,000	10,000	11,000	9,600	10,000
Kluane/Natural History	N/A	9,253	12,000	14,000	15,000
Teslin	1,200	1,900	6,000	2,000	2,000
Old Log Church, Whse.	-	2,474	2,798	3,400	4,000
Keno Mining Museum	-	300	750	1,000	1,000
Old Crow Museum	-	-	-	300	300
Yukon Historical Museums Association	-	-	-	1,000	1,000
VISITOR RECEPTION CENTRES					
Watson Lake	13,904	18,468	22,706	20,350	25,977
Whitehorse	12,554	17,606	14,672	18,682	22,907
Haines Junction	48,637	21,340	17,285	10,838	16,868
Beaver Creek	12,312	14,074	15,597	16,033	21,851
Dawson City	26,683	29,157	34,094	32,995	34,583
Carcross	-	9,575	12,751	11,656	12,903
VRC TOTALS	114,090	109,305	118,105	110,554	135,089

SUMMARY OF HOTEL/LODGE/MOTEL SECTOR OF YUKON TOURISM INDUSTRY

NUMBER OF ESTABLISHMENTS, BY NUMBER OF UNITS, 1984/85 - 1986/87

Number Of Units	1984/85		1985/86		1986/87	
	Number Of Establishments	% Of Units In Yukon	Number of Establishments	% Of Units In Yukon	Number of Establishments	% Of Units In Yukon
1 - 10	36	11.0	37	12.8	33	11.6
11 - 20	17	14.5	16	13.6	17	13.9
21 - 30	10	13.2	12	15.6	11	14.3
31 - 40	11	18.9	9	15.5	8	13.3
41 - 50	3	7.2	3	7.5	3	7.2
51 - 100	5	16.5	5	16.9	7	21.7
100+	2	18.7	2	18.1	2	17.9
TOTAL	84	100.0	84	100.0	81	100.0
Total Number Of Units	1,990		1,984		2,010	

Source: Yukon Vacation Guide, 1984, 1985, 1986, 1987.

Note: The years are identified as 1985/86 since data is originally published late in the earlier year.

This table should be read as follows: Example in 1986/87, 81 tourist accommodation establishments were operational in Yukon on a year-round basis, and as a group offered about 2010 units. Two establishments each offered over 100 accommodation units, and combined, accounted for 17.9% of the total accommodation available in Yukon. In contrast, 33 establishments, in the 1 to 10 units category, jointly represent 11.8% of the total number of units offered in Yukon. Of all accommodation establishments, 36% of the hotel/motels represent 67% of the rooms which are of tour quality.

CONSTRUCTION ACTIVITY

Tourism Related Construction Activity

	1986 Actual	1985 Actual	1984 Actual	1983 Actual
Accommodation	1,100.0	924.0	183.0	1,637.0
Food Services	390.0	893.0	893.0	13.0
Attraction/Recreation	118.0	300.0	96.0	992.0
Retail	6,200.0	958.0	663.0	365.0
Transportation	620.0	318.0	674.0	406.0
Total	**8,428.0**	**3,393.0**	**2,509.0**	**3,413.0**

Construction activity related to tourism more than double in 1986. Many areas throughout the Yukon saw a rebirth of construction, examples include two hotel expansions on the North Alaska Highway; Dawson City saw hotel and retail construction; new boardwalks were constructed in Carcross; and, Whitehorse experienced a flurry of construction activity. There is every indication that tourism-related construction activity will be even greater in 1987.

PERSONS ENTERING YUKON -
MONTH/MODE/PORT OF ENTRY

YUKON BORDER CROSSINGS 1986

Month	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total	Total	Total	Beaver Creek	Dawson	White-horse	Watson Lake	Total	All Ports Other Modes	Total All Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Hwy.	Air	Air	Air	Air	Air		
January	2078	33			988	32					3066	65	3131	13	5	3117	530	3665		6796
February	2078	23			1192						3270	23	3293	3	17	3475	363	3858		7151
March	3233	38			1423						4656	38	4694	28	7	4488	425	4948		9642
Q_1	7389	94			3603	32					10992	126	11118	44	29	11080	1318	12471		23589
April	3340				1366		761				5467		5467	10	41	2982	366	3399		8866
May	6321	302	266	23	2517	36	5593	1270	16118	30	30815	1661	32476	39	41	3943	297	4320	28	36824
June	14750	5694	2540	259	4794	347	8349	9211	31620	387	62053	15898	77951	30	78	6010	525	6643	821	85415
Q_2	24411	5996	2806	282	8677	383	14703	10481	47738	417	98335	17559	115894	79	160	12735	1188	14362	849	131105
July	24683	7399	6226	450	6321	402	15802	13217	49043	518	102075	21986	124061	78	134	7698	439	8349	1057	133467
August	23126	7108	4831	517	5550	457	14404	11851	34435	472	82346	20405	102751	74	159	7398	591	8222	792	111765
September	12922	1962	886	258	2587		7140	4663	17638	125	41473	7008	48181	45	47	5083	503	5678	20	53879
Q_3	60731	16469	11943	1225	14458	859	37346	29731	101116	1115	225594	49399	274993	197	340	20179	1533	22249	1869	299111
October	156				1859		2363	114			17300	114	17414	25	29	3598	346	3998	11	21423
November	122	3			923	51	1016				2061	54	2115	12	3	2977	266	3258		5373
December	121				837	64	1087				2045	64	2109	4	2	3399	288	3693		5802
Q_4	399	3			3619	115	4466	114			21406	232	21638	41	34	9974	900	10949	11	32598
TOTAL	**92930**	**22562**	**14749**	**1507**	**30357**	**1389**	**56515**	**40326**	**148854**	**1532**	**356327**	**67316**	**423643**	**361**	**563**	**53968**	**4939**	**60031**	**2729**	**486403**

SOURCES: Transport Companies, Alaska Highway Traffic Count (1972 adjusted), Stats Canada

YUKON BORDER CROSSINGS 1985

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Auto	Total Bus	Total Hwy	Dawson Air	Beaver Creek Air	White-horse Air	Watson Lake Air	Total Air	All Ports Other Method	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus										
January	2086	-	-	-	1047	-	-	-	-	-	3133	-	3133	9	8	2866	287	3170	-	6303
February	2018	38	-	-	910	-	-	-	-	-	2928	38	2966	20	16	2655	297	2988	-	5954
March	2905	32	-	-	1381	-	-	-	-	-	4286	32	4318	58	60	3505	448	4071	-	8389
Q_1	7009	70	-	-	3338	-	-	-	-	-	10347	70	10417	87	84	9026	1032	10229	-	20646
April	3254	106	-	-	2352	1	-	-	-	-	5606	107	5713	3	38	3344	280	3665	7	9385
May	5509	205	156	71	2489	77	5016	1265	14264	23	27434	1641	29075	47	18	3506	540	4111	77	33263
June	13748	5482	1896	602	4663	463	6856	8011	27983	372	55146	14930	70076	33	29	5025	924	6011	505	76952
Q_2	22511	5793	2052	673	9504	541	11872	9276	42247	395	88186	16678	104864	83	85	11875	1744	13787	589	119240
July	24927	8749	4778	1707	6227	776	11834	13289	54492	632	102258	25153	127411	173	64	7608	993	8838	2168	138417
August	21847	7913	4267	911	5338	545	10682	12196	36633	530	78767	22095	100862	204	104	8035	838	9181	1296	111339
September	10808	2318	741	245	2267	138	5082	5073	18566	152	37464	7926	45390	73	31	4755	538	5397	359	51146
Q_3	57582	18980	9786	2863	13832	1459	27598	30558	109691	1314	218489	55174	273663	450	199	20398	2369	23416	3823	300902
October	5540	-	-	-	1595	37	1386	103	-	-	8521	140	8661	38	33	3831	591	4493	15	13169
November	3715	-	-	-	931	-	-	-	-	-	4646	-	4646	26	4	2476	244	2750	8	7404
December	3495	-	-	-	948	-	-	-	-	-	4443	-	4443	3	7	3451	234	3695	10	8148
Q_4	12750	-	-	-	3474	37	1386	103	-	-	17610	140	17750	67	44	9758	1069	10938	33	28721
TOTAL	99852	24843	11838	3536	30148	2037	40856	39937	151938	1709	334632	72062	406694	687	412	51057	6214	58370	4445	469509

SOURCES: Transport Companies, Alaska Highway Traffic Count (1972 Adjusted), Stats Canada

YUKON BORDER CROSSINGS 1984

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Auto	Total Bus	Total Hwy	Dawson Air	Beaver Creek Air	White-horse Air	Watson Lake Air	Total Air	All Ports Other Method	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus										
January	1504	-	-	-	1055	-	-	-	-	-	2559	-	2559	1	5	2853	359	3218	-	5777
February	1605	-	-	-	948	60	-	-	-	-	2553	60	2613	12	13	3065	397	3487	-	6100
March	3034	89	24	-	1614	1	-	-	-	-	4672	90	4762	143	58	4044	491	4736	2	9500
Q_1	6143	89	24		3617	61	-	-	-	-	9784	150	9934	156	76	9962	1247	11441	2	21377
April	3125	90	-	-	2742	66	566	-	-	-	6433	156	6589	29	26	3309	380	3744	19	10352
May	5237	133	244	42	2739	74	4780	619	13015	21	26015	889	26904	43	42	3632	463	4180	111	31195
June	12705	4639	2129	429	4989	440	6130	6235	25532	312	51485	12055	63540	149	65	5350	617	6181	242	69963
Q_2	21067	4862	2373	471	10470	580	11476	6854	38547	333	83993	13100	97033	221	133	12291	1460	14105	372	111510
July	21869	7042	4259	783	6544	515	11177	10111	49719	565	93568	19016	112584	170	91	7019	692	7972	494	121050
August	19759	6392	3071	751	6056	292	8900	8591	33424	474	71210	16500	87710	232	114	7263	871	8480	303	96493
September	10622	2356	569	181	2496	114	3910	2030	16940	136	34537	4817	39354	-	120	4339	648	5107	127	44588
Q_3	52250	15790	7899	1715	15096	921	23987	20732	100083	1175	199315	40333	239648	402	325	18621	2211	21559	924	262131
October	5338	7	-	-	2302	28	1313	-	-	-	8953	35	8988	-	30	2924	492	3446	12	12446
November	3264	29	-	-	1217	-	-	-	-	-	4481	29	4510	5	38	2471	421	2935	-	7445
December	3059	39	-	-	1033	-	13	-	-	-	4105	39	4144	-	13	2598	430	3041	-	7185
Q_4	11661	75	-	-	4552	28	1326	-	-	-	17539	103	17642	5	81	7993	1343	9422	12	27076
TOTAL	91121	20816	10296	2186	33735	1590	36789	27586	138680	1508	310571	53686	364257	784	615	48867	6261	56527	1310	422094

SOURCES: Transport Companies, Alaska Highway Traffic Count (1972 Adjusted), Stats Canada

YUKON BORDER CROSSINGS 1983

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Hwy.	Beaver Creek Air	Dawson Air	Whitehorse Air	Watson Lake Air	Total Air	Whitehorse Train	All Ports Other Method	Total of Train & Others	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus										
January	1391	16	-	-	1013	-	-	-	N/A	N/A	2420	-	-	2877	600	3477	-	9		5906
February	1256	111	-	-	848	13	-	-	N/A	N/A	2228	1	-	2861	408	3270	-	3		5501
March	1976	111	-	-	1241	59	-	-	N/A	N/A	3387	9	48	3032	465	3554	-	6		6947
Q_1	4623	238	-	-	3102	72	-	-	N/A	N/A	8035	10	48	8770	1473	10301	-	18		18354
April	2890	129	-	-	2543	105	291	-	N/A	N/A	5958	11	26	3079	519	3635	-	21		9614
May	4815	454	248	58	2756	138	4032	786	11240	21	24548	28	26	3929	530	4513	-	102		29163
June	10369	5208	2373	339	4199	321	5682	4244	22099	386	55220	15	38	5798	611	6462	-	230		61912
Q_2	18074	5791	2621	397	9498	564	10005	5030	33339	407	85726	54	90	12806	1660	14610	-	353		100689
July	19783	7083	4226	1077	5848	635	9935	18507	42936	698	110726	23	229	7237	762	8251	-	466		119445
August	17637	5300	3560	763	5651	609	8009	8579	28864	566	79558	27	-	6158	820	7005	-	332		86895
September	9003	2640	771	221	2464	273	3634	4890	14629	169	38694	29	51	4527	633	5240	-	71		44005
Q_3	46423	15023	8557	2061	13963	1517	21578	31976	86429	1453	228980	79	280	17922	2215	20496	-	869		250345
October	4896	70	-	-	1798	28	818	80	N/A	N/A	7690	21	15	2767	379	3182	-	7		10879
November	2732	51	-	-	1062	4	-	-	N/A	N/A	3849	22	30	2536	466	3054	-	-		6903
December	2685	153	-	-	849	18	-	-	N/A	N/A	3705	9	6	2730	532	3277	-	2		6984
Q_4	10313	274	-	-	3709	50	818	80	N/A	N/A	15244	52	51	8033	1377	9513	-	9		24766
TOTAL	79433	21326	11178	2458	30272	2203	32401	37086	119768	1860	337985	195	469	47531	6725	54920	-	1249		394154

YUKON BORDER CROSSINGS 1982

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Hwy.	Beaver Creek	Dawson	Whitehorse	Watson Lake	Total Air	Whitehorse	All Ports Other Method	Total of Train & Others	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus		Air	Air	Air	Air		Train			
January	1248	23	-	-	1247	1	-	2	N/A	N/A	2521	4	-	3797	908	4709	53	-	53	7283
February	1081	43	-	-	830	-	-	4	N/A	N/A	1958	1	12	3730	579	4322	69	4	73	6353
March	1895	106	10	-	1647	-	-	2	N/A	N/A	3655	3	44	5005	740	5792	82	3	85	9532
Q_1	4224	172	10	-	3719	1	-	8	N/A	N/A	8134	8	56	12532	2227	14823	204	7	211	23168
April	2327	160	-	-	2538	5	122	37	N/A	N/A	5189	15	12	3794	733	4554	135	16	151	9894
May	4397	534	149	12	3052	93	4564	720	9354	20	22895	21	31	4312	698	5062	414	110	524	28481
June	8928	4353	1811	458	4810	588	5660	2714	18391	372	48085	34	33	6361	989	7417	3298	233	3531	59033
Q_2	15652	5047	1960	470	10400	686	10346	3471	27745	392	76169	70	76	14467	2420	17033	3847	359	4206	97408
July	15605	6628	4082	1130	5865	722	9453	4183	35732	674	84074	10	181	9067	1067	10325	4718	467	5185	99584
August	14231	6192	3124	1066	6401	642	7658	3922	24021	566	67823	20	159	7757	1192	9128	4465	281	4746	81697
September	8187	2228	753	215	2706	163	3528	1930	12175	163	32048	10	83	4644	800	5537	1858	144	2002	39587
Q_3	38023	15048	7959	2411	14972	1527	20639	10035	71928	1403	183945	40	423	21468	3059	24990	11041	892	11933	220868
October	4529	134	-	-	1838	16	1101	82	N/A	N/A	7700	19	15	2970	536	3540	36	13	49	11289
November	2158	103	-	-	1193	19	-	-	N/A	N/A	3473	13	6	2115	535	2669	-	11	11	6153
December	2153	66	-	-	711	5	-	-	N/A	N/A	2935	8	2	2731	493	3234	-	2	2	6171
Q_4	8840	303	-	-	3742	40	1101	82	N/A	N/A	14108	40	23	7816	1564	9443	36	26	62	23613
TOTAL	66739	20570	9929	2881	32833	2254	32086	13596	99673	1795	282356	158	578	56283	9270	66289	15120	1284	16412	365057